

Message Text

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ACTION SIG-03

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O R 051220Z JUN 78
FM AMEMBASSY JIDDA
TO SECSTATE WASHDC NIACT IMMEDIATE 2261
INFO AMCONSUL DHAHRAN
USLO RIYADH

UNCLAS SECTION 1 OF 4 JIDDA 4171

E.O. 11652: N/A
TAGS: BEXP, ASIG, SA
SUBJ: COMMERCIAL PROMOTION

1. IN REVIEWING COMMERCIAL POTENTIA HERE, WE NOTE THAT
DESPITE INCREASE IN U.S. EXPORTS TO SAUDI ARABIA IN ABSOLUTE
TERMS, I.E. \$850 MILLION IN 1974 TO \$3,575 MILLION IN 1977.
WE HAVE ACTUALLY DECLINED FROM 31 PERCENT SHARE OF MARKET
IN 1973/74 TO ABOUT 25 PERCENT OF IMPORTS IN 1977. SENSING
THE POTENTIAL HERE, OUR EUROPEAN AND ASIAN COMPETITORS HAVE
TRIPLED STAFFS AND SET UP SEPARATE COMMERCIAL FACILITES IN
IMITATION OF OUR MODEST CENTER. OUR GOAL IS NOT ONLY TO
KEEP PACE BUT TO SURPASS OUR PRESENT ANDEVEN FORMER SHARE
OF MARKET POSITION. WE BELIEVE THE FOLLOWING RECOMMENDATIONS
WILL HELP ACHIEVE THESE GOALS. USLO RIYADH AND DHAHRAN HAVE
PROVIDED INPUT TO THIS MESSAGE WITH SPECIFICS.

2. RECOMMENDATIONS FOR JIDDA BUSINESS SERVICES CENTER.

A. HUMAN RESOURCES

(1) AMERICAN:

1. ADDITIONAL E/C OFFICER - FSO/R/6

1 SECRETARY - FSSO-8

(2) FSLs

FSL-3 ONE ARAB COMMERCIAL CONSULTANT/

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TRANSLATOR

FSL-6 ONE LIBRARIAN/CLERK/TYPIST

FSL-9 ONE MESSENGER/DRIVER

B. MATERIAL RESOURCES

(1) SIMPLE READOUT COMPUTER SYSTEM TO BE

INSTALLED AND ALLOW FOR TRAINING OF LIBRARIAN/CLERK/TYPIST

TO FEED IN AND RETRIEVE INFORMATION INVOLVING 1500 OR MORE

WTDRS, OVER 3,000 AGENTS FOR US FIRMS, ABOUT 750 CONTINUOUS SAUDI AND US TRADE LEADS AND OFFERS, DATA ON THE 350 US FIRMS BASED IN KINGDOM, ADS PROCESSING, MAJOR PROJECT OPPORTUNITIES AND SAUDI TARGET FIRMS BY PRODUCT AND SERVICES. ROUGH ESTIMATE GIVEN BY U.S. COMPUTER FIRM BASED HERE IS \$75, 000 FOR INSTALLATION AND TRAINING IN FIRST YEAR. COST SUBJECT TO REVISION UP OR DOWNWARDS ON BASIS OF COMPANY'S REVIEW.

(2) EXPANSION OF PRESENT QUARTERS, TO GIVE SPACE FOR INTEGRATION OF LIBRARY FACILITIES NOW FRAGMENTED INTO SMALLER ROOMS, BY 30 SQUARE METERS OF FLOOR SPACE. SPACE WILL PROVIDE AREA FOR SMALL EXHIBITS, SAMPLE DISPLAYS, AUDIO-VISUL PRESENTATIONS, BUSINESS SEMINARS AND RECEPTIONS. COST APPROXIMATELY \$130,000 IS ADDITION MADE TO PRESENT RENTED QUARTER. IF AS AN ADDITION ON COM- POUND IN NEWCOMMERCIAL CENTER, COST OF TOTALLY NEW CENTER INCORPORATING ABOVE WOULD BE ABOUT \$250,000 A LARGER VILLA IN THE VICINITY OF THE EMBASSY WOULD BE FEASIBLE. WE BELIEVE THAT JIDDA WILL REMAIN KINGDOM'S MOST IMPORT- ANT COMMERCIAL CENTER EVEN AFTER MOVE OF EMBASSY TO RIYADH SOMETIME IN 1983. CURRENTLY, OVER 70 PERCENT OF THE KINGDOM'S COMMERCE IS THROUGH JIDDA.

(3) STATION WAGON OR CARRYALL TYPE VEHICLE SPECIFICALLY FOR COMMERCIAL CENTER USE TO BE OPERATED BY MESSENGER/DRIVER. COST ABOUT \$7,000. BROCHURES AND LETTERS FOR SAUDI BUSINESS TARGETS FOR TRADE MISSIONS, UNCLASSIFIED

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FOREIGN BUYER PROGRAMS, RECEPTIONS, ETC., INVARIABLY MUST BE DELIVERED. WITH OVER 17 TRADE MISSIONS IN THE PAST TWO YEARS AND AT LEAST 7 SCHEDULED FOR EACH OF THE COMMING TWO YEARS, IT HAS NOT BEEN POSSIBL TO RELY COMPLETELY ON THE MOTOR POOL FOR HANDLING OF BUSINESS VISITORS, BAGGAGE AND PRINTED MATERIALS, ADS AND WTDR WORK.

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(4) COMPLETE SET OF AMERICAN NATIONAL STANDARD INSTITUTE (ANSI) AND ENGINEERING AND CONSTRUCTION SPECIFICATIONS AND STANDARDS PUBLICATIONS. COST APPROXIMATELY \$10,750, DELIVERED. THE COMMERCIAL CENTER RECEIVES INQUIREIES DAILY FROM SAG OFFICIALS, FOREIGN AND U.S. ENGINEERING FIRMS AND PRIVATE SAUDI COMPANIES FOR SPECIFICATIONS AND STANDARDS. IF U.S. STANDARDS CAN BE WORKED INTO THE MULTI-BILLION DOLLAR PROJECTS HERE, U.S. CONSTRUCTION FIRMS AND SUPPLIEERS WILL BENEFIT GREATLY IN BEING ABLE TO CONFORM TO SPECIFICATIONS. THERE ARE 82 U.S. ENGINEERING FIRM BASED IN SAUDI ARABIA, MANY OF THEM PREPARING TENDERS WHICH COULD INCORPORATE U.S. SPECIFICATIONS. SERVING THE YANBU AND JUABAIL PROJECTS WITH A COMBINED PROJECTED COST OF \$30,000 MILLION WOULD NOW HAVE ABOUT \$5 BILLION IN PROJECT AWARDS AND PRUCHASE MOST SUPPLIES IN THE U.S. COULD BE STIMULATED TO INCREASE SUCH PURCHASES THROUGH USE OF THE SPECIFICATIONS. AVAILABILITY OF THESE STANDARDS WOULD BE MADE TO DHAHRAN AND RIYADH AS NEEDED.

(5) TELEX FACILITIES AT THE COMMERCIAL CENTER FOR USE BY U.S. BUSINESSMEN ON A REINMBURSABLE BASIS. COST OF TELEX MACHINE RENTAL APPROXIMATELY \$1,450 PER ANNUM. INSTALLATION APPROXIMATELY \$580. SUBSCRIPTION \$580 PER ANNUM.

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(6) VTR-TV. A VIDEO RECORDER PLAYER FOR BUSINESS SALES PRESENTATIONS BY U.S. FIRMS AND FOR USE WITH SELECTED SAUDI BUSINESSMEN WOULD BE AN ASSET TO THE CENTER'S COMMERCIAL LIBRARY. USED BY SAUDIS FOR ENTERTAINMENT, THIS MEDIA IS QUITE WELL UNDERSTOOD AND POPULAR IN THE KINGDOM. COST OF VTR AND TV WHICH COULD POSSIBLY DOUBLE IN USAGE AS PART OF COMPUTER SYSTEM FOR READOUT INFORMATION IS ABOUT \$2,000.

(7) SETUP OF A MINIMAL SNACK BAR IN THE CENTER, WHICH IS DISTANT FROM ANY EATING PLACE, WOULD BE USEFUL FOR U.S. BUSINESS MEN. COSTS WOULD BE REIMBURSABLE. BASIC EQUIPMENT WOULD COST ABOUT \$500.

3. DHAHRAN RECOMMENDATIONS:

A. HUMAN RESOURCES

(1) AMERICAN - NOW SATISFACTORY

(2) LOCAL STAFF

ONE FSL-9 MESSENGER/DRIVER - SR 16,148

ONE FSL-6- SECRETARY/CLERK/LIBRARIAN,
SR 20,950

THE ABOVE LOCAL PERSONNEL ARE REQUIRED TO SERVE THE HIGH
NUMBER OF TRADE MISSIONS AND BUSINESS CALLERS VISITING
THE MISSION. DHAHRAN HAS BECOME AN INCREASINGLY IMPORT-
ANT STOP FOR VIPS TO THE KINGDOM THROUGHOUT THE YEAR.
WHO FIND IT USEFUL TOCALL ON THE CONSULATE AND ARAMCO
PETROULEUM INSTALLATIONS, THE LATTER THE LARGEST OF ITS
KIND IN THE WORLD. THESE VISITS, ADDED TO THE REGULAR
AND INCREASING BUSINESS VISITOR TRAFFIC, HAVE CREATED
SEVERE STRAINS ON SUPPORT PERSONNEL ALREADY OVERBURDENDED
WITH THE NEED TO SERVICE BUSINESS CALLER AND TRADE
MISSIONS. THE EXPANSION OF COMMERCIAL FACILITIES WILL
REQUIRE ADDED SECRETARIAL HELP WHICH CAN DOUBLE IN
CLERICAL AND LIBRARIAN DUTIES.
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B. MATERIAL RESOURCES

(1) MORE SPACE IS REQUIRED TO ESTABLISH A
COMMERCIAL LIBRARY AND OTHER FACILITIES. MOVING OF
CONSULAR SECTION WILL LEAVE SPACE THAT THE COMMERCIAL
SECTION CAN USE BUT WHICH WILL REQUIRE REFURBISHING.
SPACE WILL BE USED AS BIC DURING TRADE MISSIONS.

(2) SHELVING AND CASES FOR COMMERCAILA LIBRARY.
APPROXIMATE COST \$1,500.

(3) EXPANSION OF NUMBERS OF CATALOGS, STATE BUYER GUIDES,
U.S. TELEPHONE DIRECTORIES, ASSOCIATIONS, AND OTHERP
CATALOGS. APPROXIMATE COST \$2,500.

(4) TELEX FACILITIES FOR COMMUNICATIONS WITH
JIDDA, RIYADH, BUSINESS FIRMS AND USE BY U.S. COMMERCIAL
VISITORS ON A REIMBURSABLE BASIS. COSTS \$1,450 ANNUAL
RENT; \$580 ANNUAL SUBSCRIPTION (MINIMUM) AND \$580 FOR
INSTALLATION COSTS.

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USLO RIYADH

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(5) MICROFICHE OPERATION FOR CATALOG OF U.S.
FIRMS. COST UNDETERMINED.

(6) PHOTO COPY MACHINE. FOR USE IN MAILOUTS OF
PROMOTIONAL MATERIAL FOR TRADE MISSIONS, FOREIGN BUYER
PROGRAM, ADS OPERATIONS. APPROXIMATE COSTS FOR MACHINE
AND PAPER, \$7,000. POST HAS INSTITUTED LOCAL NEWSLETTER
WITH ISSUANCE EVERY SIX WEEKS. POST DESIRES EXPAND THIS
AND WOULD LIKE HAVE COVER DESIGN ASSISTANCE FROM ICA AND
PRINTING BY RSC MANILA. ESTIMATED COST \$3,000.

(7) ANOTHER TELEPHONE LINE EXCLUSIVELY FOR
COMMERCIAL USE. CURRENTLY, THE CONSULATE LINES ARE HEAVILY
BURDENED WITH OFFICIAL AND PRIVATE CALLS FROM THE LARGE
NUMBER OF US FIRMS AND U.S. NATIONALS BASED IN THE
EASTERN REGION. THIS PLACES SOME DISADVANTAGE NOT ONLY
ON THE CONSULAR FUNCTION WHEN BUSINESS CALLS ARE HEAVY,
BUT ESPECIALLY AFFECTS THE COMMERCIAL OPERATION DUE TO
THE PREPONDERANCE OF OFFICIAL CONSULAR CALLS. ANOTHER
PHONE WILL HELP SOLVE BOTH PROBLEMS. ESTIMATED COST IS
\$120. FOR INSTALLATION. AND \$40 ANNUAL CHARGE.

4. RIYADH REQUIREMENTS?

A. HUMAN RESOURCES

- (1) AMERICAN - NO CHANGE.
 - (2) ONE ADDITIONAL LOCAL EMPLOYEE, FSL-4, SR 37, 420.
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THIS WILL BE NEEDED TO STAFF THE LIASSON
OFFICE OR THE SEPARATE COMMERCIAL OFFICE.

B. MATERIAL RESOURCES

- (1) ESTABLISHMENT OF COMMERCIAL OFFICE OFF LOBBY
IN INTERCONTINENTAL HOTEL. ACCORDING TO THE HOTEL MANAGER,
COST WILL BE \$10,000 TO \$12,000 PER YEAR FOR SPACE OF
30-35 SQUARE METERS. HOTEL IN FOCAL POINT FOR SAUDI AND
FOREIGN, ESPECIALLY AMERICAN, BUSINESSMEN, TRADE LEAD
REFERRAL FILES, SAUDI BUSINESS CONTACT FILES, LOCAL TRADE
OPPORTUNITTIES, U.S. TRADE OFFERS AND HANDOUT MATERIALS
COULD BE CENTRALIZED TO FACILITATE U.S. BUSINESS PROMOTION
IN THE MOST CONVENIENT LOCATION IN RIYADH. INSTEAD OF

TRYING TO SEARCH FOR THE USLO OFFICES, U.S. RESIDENT BUSINESSMEN WILL BE AIDED MORE QUICKLY. HOTEL TELEX COULD BE USED AND OTHER FACILITIES. HOTEL IS EASY TO FIND FOR THOSE NOT STAYING THERE. THE OFFICE COULD BE AN IMPORTANT ADJUNCT TO TRADE MISSIONS. ASSIST IN RESERVATIONS AND OTHER SERVICES. THE ONLY CAVEAT HERE IS THE REQUIRED PERMISSION FROM THE SAUDI GOVERNMENT. FURNISHING THE OFFICE WITH CABINETS, ETC. COULD COST \$4/5,000.

(2) EXPAND THE VERY MEAGER COMMERCIAL LIBRARY IN PRESENT USLO COMMERCIAL OFFICE WITH MINIMUM NEEDS FOR SAUDI AND U.S. BUSINESSMEN AS WELL AS PROVIDING REFERENCE MATERIAL FOR SAUDI GOVERNMENT. ESTIMATED COST IS \$2,800. ALL MINISTRIES, EXCEPT FOREIGN, ARE BASED IN RIYADH. AS THE EXISTENCE OF THE USLO IS BECOMING BETTER KNOWN, MORE REQUESTS ARE BEING RECEIVED AND WILL BE RECEIVED FOR INFORMATION SUPPLIERS, TELEX NUMBERS, ADDRESSES AND LISTS OF SPECIFIC PRODUCERS FROM RIYADH BUSINESSMEN AND OFFICIALS. ON URGENT REQUESTS, RIYADH CURRENTLY HAS TO RELY ON JIDDA FOR THIS SERVICE. A MORE COMPLETE LIBRARY WOULD ACCOMPLISH THIS REQUIREMENT.

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(3) ADDRESSOGRAPH EQUIPMENT. AS THE USLO FUNCTIONS HAVE GROWN, MORE OF THE WORK OF SENDING CIRCULAR LETTERS TO SAUDI BUSINESS ESTABLISHMENTS HAS DEVOLVED ON IT WITH ABOUT 150 LETTERS REQUIRED FOR EACH TRADE MISSION PROMOTION, ADS AND WTDR SERVICES NOW BEING UNDERTAKEN BY RIYADH, A CLEAR NEED HAS ARISEN FOR THIS EQUIPMENT.

(4) COPYING MACHINE- NASHUA 1220 TYPE AND SUPPLIES, APPROXIMATE PURCHASE COST IS \$4,000. ANNUAL RENTAL IS ESTIMATED AT \$600. THIS HAS THE HIGHEST PRIORITY FOR THE USLO RIYADH OFFICE. COPIES OF SAUDI REGULATIONS FOR U.S. BUSINESSMEN AND OTHER MATERIAL, SUCH AS BITO'S COULD BE PROVIDED AT COST AS NOW DONE IN JIDDA. IN AN EMERGENCY, COPIES OF THE U.S. FIRMS LIST COULD BE DUPLICATED.

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USLO RIYADH

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(5) USLO REQUIRES AN AUTOMOBILE SPECIFICALLY FOR
USE OF COMMERCIAL OFFICERS AND LOCAL ASSISTANTS. PRESENT
USAGE OF LOCAL EMPLOYEE'S VEHICLES AND TAXIS ON MILEAGE
BASIS IS OVER \$3,000 ANNUALLY. LOCAL RENTAL OF CAR IS
\$100 PER DAY. VEHICLE WOULD FACILITATE WORK FOR TRADE
MISSIONS AND FREQUENT VISITS TO MINISTERIES AND OBVIATE
DEPENDENCY ON LOAN OF VEHICLES FROM OTHER AGENCIES.
VEHICLE WOULD BE DRIVEN BY REGULAR STAFF.

5. THE US COMMERCIAL CENTER FOR SAUDI ARABIA
SHOULD REMAIN IN JIDDA WHICH IS STILL THE KINGDOM'S
MOST IMPORTANT BUSINESS AREA. THE PORT IS THE MOST
HEAVILY TRAFFICKED IN THE KINGDOM AND ALL OF THE PRINCIPAL
SAUDI BUSINESS FIRMS ARE BASED OR HAVE BRANCHES HERE.
THE LONG DISTANCE TO RIYADH, WHICH IS THE SEAT OF GOVER-
NMENT, AND THE RAPID GROWTH OF THE CITY COMBINED WITH THE
ASPECT OF GOVERNMENT CONTRACTS AND PURCHASES MAKE IT
IMPERATIVE TO GIVE ADEQUATE COMMERCIAL SERVICES IN THAT
CITY. DHAHRAN, THE FOCAL POINT OF THE WORLD'S RICHEST
OIL RESERVES, HOME BASE FOR PRESTIGIOUS SAUDI FIRMS, AND
THE ESTIMATED \$1,000 MILLION ANNUAL PURCHASES OF SUPPLIES
BY ARAMCO CANNOT BE NEGLECTED AS AN IMPORTANT CENTER FOR
U.S. COMMERCIAL PROMOTION. THE THREE UNDERSTAFFED POSTS.
BARELY EQUIPPED MATERIALLY TO GIVE FULL-SCALE COMMERCIAL
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SERVICISARE SERVING AN EXPORT MARKET THAT NOW RANKS SEVENTH
IN VALUE IN U.S. WORLD EXPORTS. U.S EXPORTS TO SAUDI
ARABIA EXCEED OUR VALUE OF TRADE WITH FRANCE AND ITALY.
AND IS IN EXCESS OF ALL TRADE WITH EASTERN EUROPE. TRUE
SAUDI ARABIA IT HAS RELATIVELY SMALL POPULATION BUT IT IS ENGAGED IN
A MODERNIZATION AND DEVELOPMENT PROGRAM PRACTICALLY FROM A
ZERO BASE ON A SCALE NEVER BEFORE ATTEMPTED. IT CAN
AFFORD IT, AND THE POTENTIAL FOR INCREASE OF U.S. EXPORTS
EXISTS.

6. THE TOTAL OF THE ABOVE ESTIMATED COSTS TO
INCREASE OUR COMMERCIAL EFFECTIVENESS IN SAUDI ARABI IS

\$364,030. IN VIEW OF THEPOTENTIAL TRADE OF OVER \$4000
MILLION IN 1978 AND HOPED FOR INCREASES IN THE FUTURE.
THIS IS A MODEST INVESTMENT. OUR COMPETITORS HAVE NOT
LOST SIGHT OF THE POTENTIAL AND ARE PLANNING EXPANSION OF
COMMERCIAL SERVICES. IN 1974, THERE WERE ONLY 46 FOREIGN
EMBASSY HERE, NOW THERE ARE OVER 80. THOSE COMMERCIALY
ORIENTED COUNTRIES THAT WERE REPRESENTED HERE ALL HAVE
EXPANDED STAFFS SIGNIFICANTLY. THE U.S. MUST DO LIKEWISE
IF IT IS TO HOLD ITS PRESENT SHARE OF THE MARKET AND
EXCEED PRESENT EFFORTS TO BETTER ITS POSITION.
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Secure: OPEN
Status: NATIVE
Subject: COMMERCIAL PROMOTION
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To: STATE
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